

Paramount lining up first-run buyers

"The 'fourth network' is inevitable," declared John E. Goldhammer, senior vice president for programming at Paramount Television. "It's just a question of when, and that depends on the advertisers."

Goldhammer told BROADCASTING in an interview last week that Paramount has "an incredible commitment to first-run television, and it's really starting to pay off. There is no question that the advertisers are interested." The Paramount executive revealed that his company is going ahead with production of *Taking Advantage*, a first-run weekly series set to debut next fall and sold in more than 100 markets, including New York, Chicago, and "close to being signed" in Los Angeles.

The half-hour "financial lifestyles program," as Goldhammer calls it, is a joint venture with McGraw-Hill, publisher of *Business Week* magazine. Paramount has hired Jim Crum, who co-produced *People's Court* for Telepictures, to produce the series, which will have access to editorial material gathered by *Business Week*, in addition to a large production staff of its own. "Our goal is weekend access," Goldhammer, "coming out of news."

Taking Advantage will be satellite-delivered, as is Paramount's co-production of *Entertainment Tonight* and *Entertainment*

This Week, entering their third year with clearances on 133 stations. All outlets but one receive *Entertainment Tonight* via satellite.

Goldhammer claims *Entertainment Tonight*, produced in tandem with a weekly wrap-up show, represents the most expensive budget ever mounted for a syndicated strip. "It has the largest nonnetwork news staff ever assembled on a national level," he asserted, including 110 full-time employees in Hollywood, 16 full timers in New York, and stringers in Miami, Nashville, Atlanta,

Chicago and London.

The most successful first-run series on the current Paramount roster, in terms of clearances, is *Solid Gold*, airing in 214 U.S. markets and 54 foreign countries. Goldhammer said he doubts if the three-year-old series will be used by NBC affiliates to replace the news magazine, *Monitor*, scheduled to go against *60 Minutes* at 7-8 p.m. Sundays NYT next fall. "It would be very difficult," he explained, "because *Solid Gold* is in so many markets already. You'd have to take it away from an incumbent. We don't do that."

Deciphering the sweeps

The pieces of the Arbitron May sweeps puzzle are laid out in the table on pages 71-73. The puzzle originated when the three networks, extracting and adding up Arbitron's market-by-market prime time ratings, came up with totals significantly different to produce three different network rankings. Thus NBC was first according to NBC and ABC arithmetic; CBS was first according to CBS's, second according to NBC's and third according to ABC's, while ABC was third according to NBC and CBS but second according to ABC (BROADCASTING, June 27).

The networks never agree completely in their sweeps arithmetic, but the differences usually do not affect rankings. The accompanying table, showing the market-by-market ratings extracted by each network, undertakes to show *where* some of the differences occurred, if not *why*.

There are some methodology differences. CBS does its compilation by hand; NBC works partially by hand, and ABC works from Arbitron computer tapes.

In the table, household numbers are in thousands (add 000) per average quarter-hour (8-11 p.m. Monday-Saturday and 7-11 p.m. Sunday. Boldface numbers indicate market winners.) CBS and NBC compilations include local programming; ABC's does not. A dash (—) indicates no primary affiliate in market. Asterisk indicates affiliation change between May 1982 and 1983 sweeps. The networks sometimes refer to hyphenated markets differently. The 1983 sweep period was April 27-May 24. (Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and St. Thomas.) The 1982 May sweeps appeared in BROADCASTING, July 12, 1982. □



Three-for-all. Group W Satellite Communications was host June 26 at a reception and concert that attracted some 700 from Washington's communications corps. On the scene (l to r): (top photo) Dan Ritchie, chairman, Group W Broadcasting and Cable; columnist Art Buchwald; country entertainer Charlie Daniels, whose band was featured in the concert; Father Daniel Gatti, winner of an award from the Vincent T. Lombardi Cancer Research Center, which benefitted from the evening's entertainment, and Group W Satellite President Jonathan Hayes; (above left) Charles T. Marck of Dow Chemical, House Minority Leader Bob Michel (R-Ill.) and Bill Baker, chairman of GWSC; (above right) Senator Edward Zorinsky (D-Neb.) being greeted by GWSC Executive Vice President Harlan Rosenzweig.